

ORDER**Orders**

Order / Rev: 169371
Alt Order #: 06376043
Product Desc: OBAMA 4 PRES: SKED C
Estimate: 2089
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency

Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	53	\$22,950.00	\$19,507.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$22,950.00	\$19,507.50	0.00
Totals	53	\$22,950.00	\$19,507.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$22,950.00
Market	100%	\$114,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,147.50
WISN	29%	\$33,277.50
WITI	32%	\$36,720.00
WMLW-	1%	\$1,147.50
WPXE	0%	\$0.00
WTMJ	16%	\$18,360.00
WVTV	1%	\$1,147.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/16/12	10/19/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4				\$50.00		0.00			
E 2	WDJT	10/16/12	10/19/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4				\$200.00		0.00			

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Advertiser: Poli/Obama for President
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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/16/12	10/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$350.00			0.00			
E 4	WDJT	10/16/12	10/19/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$350.00			0.00			
E 5	WDJT	10/16/12	10/19/12	News at Noon News at Noon	CM	12p-1230p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$150.00			0.00			
E 6	WDJT	10/16/12	10/19/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$200.00			0.00			
E 7	WDJT	10/16/12	10/19/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$150.00			0.00			
E 8	WDJT	10/16/12	10/19/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$150.00			0.00			
E 9	WDJT	10/16/12	10/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4		\$300.00			0.00			
E 10	WDJT	10/16/12	10/21/12	M-F 5pm News M-F 5pm News	CM	5p-530p -TWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1		\$500.00			0.00			
E 11	WDJT	10/16/12	10/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3		\$1,500.00			0.00			
E 12	WDJT	10/16/12	10/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		3		\$1,500.00			0.00			
13	WDJT	10/19/12	10/19/12	Fr 8p - 9p CSI: New York	CM	8p - 9p ----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1		\$1,500.00			0.00			
14	WDJT	10/21/12	10/21/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1		\$2,500.00			0.00			
15	WDJT	10/22/12	10/22/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1		\$200.00			0.00			
16	WDJT	10/22/12	10/22/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1		\$350.00			0.00			
17	WDJT	10/22/12	10/22/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1		\$350.00			0.00			

